



TV PUBLIC SERVICE CAMPAIGN

**STOP
WEIGHT BIAS**

A graphic featuring the words 'STOP' and 'WEIGHT BIAS' in a bold, blue, sans-serif font. The text is overlaid on a large, textured green 'X' shape that appears to be painted or brushed onto a dark background.

ABOUT THE OBESITY ACTION COALITION (OAC)

The Obesity Action Coalition (OAC) is a National non-profit organization dedicated to giving a voice to individuals affected by obesity and helping them along their journey toward better health. Our core focuses are to elevate and empower people affected by obesity through awareness, education, advocacy and support. The Stop Weight Bias Campaign is a national campaign produced and presented by the Obesity Action Coalition (OAC) with the commitment to raise awareness, put a stop to weight bias and push equality forward. The Stop Weight Bias Campaign wants to raise public awareness of weight bias from childhood to adulthood and change the public perception of obesity and weight bias by broadening understanding of why we must stop weight bias.

To learn more about this campaign and the OAC, please visit StopWeightBias.com.



**Learn more about OAC
and the Stop Weight Bias
Campaign**

OBESITYACTION.ORG



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Dear Public Service Director,

Our words and actions matter. While weight shouldn't dictate the way people are treated, for those affected by obesity, weight bias can impact their life from childhood to adulthood. Weight bias exists in all aspects of life, including education, healthcare, the workplace and media. Often times people internalize weight bias and blame themselves for their weight which can be incredibly damaging to their mental and physical health. Obesity is a serious disease deserving of safe and effective science-based treatment options. It's crucial that we move away from the "shame and blame" of this disease and treat people living with obesity with the respect that they deserve.

The Obesity Action Coalition (OAC) is a more than 80,000 member-strong 501(c)(3) National non-profit organization dedicated to giving a voice to the individual affected by the disease of obesity and helping individuals along their journey toward better health through education, advocacy and support. The *Stop Weight Bias Campaign* is committed to raising awareness, putting a stop to weight bias and pushing equality forward.

Please help inform your audience about the issue of weight bias by airing the PSAs "**Stop Weight Bias**" (:60, :30, :30, :30). These PSAs demonstrate how weight bias affects those living with the disease of obesity and the importance of treating people with obesity with dignity and respect. The PSA also encourages viewers to visit StopWeightBias.com to learn more about weight bias and how they can help end it. We hope that you will air these PSAs, **which have no end date for use**, as soon and as often as possible.

For any questions regarding the PSA, please contact our distribution representative, Shaliza Thomas, at Connect360 Multimedia (e-mail: stthomas@c360m.com; ph: 212-624-9187).

Thank you in advance for your support of this public service message.

A handwritten signature in black ink, appearing to read 'Joe Nadglowski', written in a cursive style.

Joe Nadglowski
OAC President and CEO

Stop Weight Bias

Weight bias can exist in every aspect of life including employment, health care, education, media and someone's personal life. It affects everyone differently and it can have a harmful impact on our mental and physical health. That is why, the Obesity Action Coalition created the Stop Weight Bias Campaign.

To learn more, please watch the Obesity Action Coalition's public service announcement (PSA) titled "**Stop Weight Bias**" (:60). Also available are three :30 PSAs that feature individuals affected by obesity from all different age groups. **These PSAs have no end date for use.** We ask that you please air these PSAs as soon and as often as possible.



| "Stop Weight Bias" (:60) | |
|---|--|
| 1. Shot of young boy. | <p>MUSIC UP AND UNDER</p> <p>BOY 1 V/O: <i>We don't want you on our team. You're too slow and fat.</i></p> |
| 2. Close-up shot of young boy. | <p>NARRATOR V/O: <i>Millions of people are impacted by obesity.</i></p> |
| 3. Shot of middle aged woman, switch to close-up shot of woman. | <p>WOMAN 1 V/O: <i>Don't you care what other people think.</i></p> <p>MAN 1 V/O: <i>You need to do something about your weight.</i></p> <p>NARRATOR V/O: <i>They face unfair weight bias every day.</i></p> |
| 4. Close-up shots of man | <p>MAN 2 V/O: <i>You're not the right fit for this job.</i></p> <p>NARRATOR V/O: <i>Weight bias is harmful, not helpful.</i></p> |
| 5. Close-up shot of young woman, switch to shot of woman's hands. | <p>DOCTOR V/O: <i>I see you haven't lost weight. You must not be trying hard enough.</i></p> |
| 6. Shot of young boy speaking. | <p>YOUNG BOY O/C: <i>Everyone keeps judging me.</i></p> |
| 7. Shot of middle aged woman speaking. | <p>MIDDLE AGED WOMAN O/C: <i>I'm eating right. I'm exercising.</i></p> |

TV PSA SCRIPTS

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| "Stop Weight Bias" (:60 continued) | |
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| 8. Shot of young woman speaking. | YOUNG WOMAN O/C: I'm trying to lose weight. |
| 9. Shot of older man speaking, switch to shot of older man. | OLDER MAN O/C: But it's just too much. NARRATOR V/O: <i>Our words and actions matter.</i> |
| 10. Shot of young boy speaking. | YOUNG BOY O/C: Everyone deserves to be treated with dignity and respect. |
| 11. Close-up shot of middle aged woman. | NARRATOR V/O: <i>Learn more about weight bias and how to help end it. Visit StopWeightBias.com.</i> |
| 12. Close-up shot of older man speaking, switch to close-up shot of young woman speaking. | OLDER MAN O/C: Be a part of the solution. YOUNG WOMAN O/C: Let's stop weight bias. |
| 13. Close-up shot of young boy speaking. GRAPHIC: STOP WEIGHT BIAS logo StopWeightBias.com A public service message from the Obesity Action Coalition (OAC) | YOUNG BOY O/C: Let's work together to stop weight bias today. FADE SOUND AND PICTURE OUT |

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/oac/

No End Date For Use

Stop Weight Bias (:60, :30, :30, :30)

Please let us know your preferences on receiving PSAs by contacting:

Shaliza Thomas via email at stthomas@c360m.com
or by phone at (212) 624-9187.



**STOP
WEIGHT BIAS**

StopWeightBias.com